

Message Text

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CIAE-00 COME-00 DODE-00 EB-08 H-01 INR-10 INT-05
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OES/APT/BMP:ASCHAPMAN
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TAGS: ENRG IS

SUBJECT: VISIT TO OBTAIN DATA FOR EVALUATION OF ISRAELI
SUCCESS IN COMMERCIALIZATION OF SOLAR HEATING AND COOLING
APPLICATIONS

1. BACKGROUND--ENERGY MINISTER MODAI IMPRESSED SECRETARY
SCHLESINGER WITH ISRAEL'S APPARENT SUCCESS IN WIDESPREAD
COMMERCIALIZATION OF SOLAR HEATING AND COOLING APPLICATIONS
DURING U.S. MEETING EARLY THIS YEAR. SUBJECT VISIT
RESULTS FROM SECRETARY SCHLESINGER'S DESIRE FOR GREATER
INSIGHT INTO THEIR SUCCESS.

2. PURPOSE OF VISIT IS TO OBTAIN DATA FOR EVALUATION OF
ISRAEL'S ECONOMIC, POLITICAL, ORGANIZATIONAL, AND INSTITU-
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TIONAL FRAMEWORK THAT FOSTERED WIDESPREAD COMMERCIALIZATION.

3. EFFORT WILL BE HIGHLY FOCUSED AND CONCENTRATED ON SOLAR
HEATING AND COOLING APPLICATIONS THAT ARE STRAIGHTFORWARD,
PRACTICAL AND OF IMMEDIATE BENEFIT TO A CONSUMER. PRIMARY
EMPHASIS WILL BE FROM A COMMERCIALIZATION PERSPECTIVE WITH
APPROPRIATE CONSIDERATION FOR ECONOMIC, POLITICAL, LEGAL,

FINANCIAL, MARKETING AND MANAGEMENT ASPECTS. MINIMUM EMPHASIS WILL BE PLACED ON TECHNICAL CONSIDERATIONS.

4. PRIMARY OBJECTIVES ARE:

A. OBTAIN A CURRENT ASSESSMENT OF ISRAEL'S PROGRESS IN COMMERCIALIZING SOLAR HEATING AND COOLING APPLICATIONS.

B. EVALUATE THE KEY FACTORS INFLUENCING THE COMMERCIALIZATION AND THE METHODS USED TO PROMOTE WIDESPREAD UTILIZATION.

5. THE FOLLOWING SPECIFIC INFORMATION IS DESIRED:

A. SOLAR SYSTEM CHARACTERISTICS--SYSTEM TYPE AND SIZE, NUMBER IN USE, EFFICIENCY, RELIABILITY AND MAINTENANCE EXPERIENCE, CONSUMER ATTITUDE AND FUTURE PROJECTIONS.

B. SOLAR SYSTEM COSTS--TOTAL LIFE CYCLE COSTS INCLUDING ACQUISITION, OPERATING, MAINTENANCE, INSURANCE, TAXES, ETC. CONTRASTED WITH ALTERNATIVE CONVENTIONAL SYSTEM COSTS.

C. GOVERNMENT INCENTIVES--LEGISLATION, POLICIES, PRIORITIES, TAX REBATES, GRANTS, BUILDING CODES, TESTING AND CERTIFICATION STANDARD, ETC.

D. SOCIAL AND LEGAL BARRIERS--LAND USE REGULATIONS, LIMITED OFFICIAL USE

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SUN RIGHTS, TECHNOLOGY ACCEPTANCE BY CONSUMERS, MORTGAGE LENDERS AND INSURANCE COMPANIES.

HAVE ATTEMPTED TO OBTAIN ABOVE DATA VIA ISRAELI EMBASSY, HOWEVER, ACCELERATED SCHEDULE NOW PRECLUDES THIS.

6. SCHEDULE CONSTRAINTS DICTATE A THREE-DAY VISIT AS SOON AS POSSIBLE BETWEEN 19 AND 23 JUNE FOR JOHN G. MANELIS, DOE, INTERNATIONAL AFFAIRS.

7. EMBASSY'S ASSISTANCE IN MAKING APPOINTMENTS WITH KNOWLEDGEABLE ISRAELI GOVERNMENT OFFICIALS, REPRESENTATIVES OF PRIVATE INDUSTRY, SYSTEM USERS, AND VISITS TO OBSERVE REPRESENTATIVE SYSTEM INSTALLATIONS WILL BE APPRECIATED. CHRISTOPHER

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